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TO: Media and Press Personnel
FROM: Pearlsoft, Inc.
SUBJ: Products, Strategies

pearlsoft

PEARLSOFT at a GLANCE!

Location: 25195 SW Parkway
PO Box 638
Wilsonville OR 97070

Telephone: 503-682-3636

History:

PEARLSOFT is a privately held company begun in 1980. It is best known for Personal PEARL, the relational data base management package first released in 1982. To date, more than 100,000 Personal PEARLs have been sold in the US, Europe and Japan, making Personal PEARL the third best selling data base of all time.

PEARLSOFT has developed a highly sophisticated technology for data base and applications software, from which it is now releasing additional products. Five new products were announced in the past six months: PEARL File Load, Personal PEARL: Information System Version 2.0, Personal PEARL Programmer's Tool Kit, Integrated Accounting \$: A Business PEARL, and Credit Union Management.

PEARLSOFT provides exceptional customer support, well known in the industry. The PEARLSOFT Charter Dealer program, unique in the industry, allows strong dealers nationwide to take advantage of a close working relationship with PEARLSOFT to provide excellent products to end-users and valuable end-user and dealer feedback to PEARLSOFT.

Please feel free to use these materials, to drop by our booth (# 3158, located in North Hall right by IBM) and talk with Debra Van Cleave, Corporate Communications Executive, or to contact us in Wilsonville for additional information. We welcome your questions and look forward to working with you.

The PEARLSOFT Staff

PEARLSOFT, INC.

Business Headquarters:

Administrative offices, shipping:

PEARLSOFT, INC.
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Wilsonville OR 97070

Correspondence:

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Customer Support 1-800-942-7730

Corporate Officers and Key Personnel:

Board of Directors

William R. Stow, III, Chairman
Tom Moore, Director of Marketing, Tektronics, Beaverton OR
William Krehbiel, Vice President, Memorex, Santa Clara CA
George O'Leary, formerly Vice President, Floating Point
Robert Orians, Orians Investment, Portland

Management Personnel:

William R. Stow III, Chairman, CEO, President
Daniel F. Miles, VP, Software Engineering
William Duke Morton, Executive Vice President
Larry Herring, VP, Sales
Eric Kim, VP, Marketing
Ray Stow, Director, International Sales
Debra Van Cleave, Corporate Communications Executive
Rita Miles, Manager, Marketing Communications
Naoma Stow, Manager, Customer Support

Corporate Background:

PEARLSOFT, INC. creates and sells advanced software for microcomputers. PEARLSOFT is a privately held company headquartered in Wilsonville, Oregon. The company began in 1980, and employs approximately 45 people.

PEARLSOFT specializes in research and development and marketing of relational data base and applications products for both 8-bit and 16-bit micros. The PEARLSOFT research and development group centers new product development around two key concepts: 1) the relational data base, and 2) the need for powerful and sophisticated productivity tools which are effective and easy for the novice business and professional user to use.

PEARLSOFT markets products throughout the United States, Canada, Europe and Japan. A key group of Charter Dealers spearheads the dealer network. A National Product Quality

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Council provides fast, direct market and user feedback to help PEARLSOFT keep products at the forefront of the marketplace. PEARLSOFT's customer support group, handling technical and general calls from dealers and end-users, is rapidly gaining recognition as the best in the industry.

PRODUCTS

Personal PEARL

Personal PEARL: Information System Version 2.0 was released in September 1984. This new, enhanced version of the popular relational data base, provides keyword and wildcard query capabilities not found in prior versions. The first Personal PEARLs were released to the market in 1982, and the product has subsequently sold more than 100,000 copies, making it the #3 best-selling data base of all time.

Personal PEARL Information System Version 2.0 is designed specifically for the IBM-PC and compatibles, requires 256K, and retails for \$295.

Integrated Accounting \$

With the release of Integrated Accounting \$: A Business PEARL in September 1984, PEARLSOFT introduced both the first of the Business PEARL line and the first transformable software in the marketplace. This five-module integrated accounting package, designed for small business financial management, is transformable by the user.

At the least complex level, a user may use the built-in FLEXSET features to customize, or transform, existing reports. Using Personal PEARL, available separately, the user may create additional modules to work with the Integrated Accounting modules. For highly experienced users, the PEARL Programmer's Tool Kit, also available separately, provides extensive tools for transforming the system.

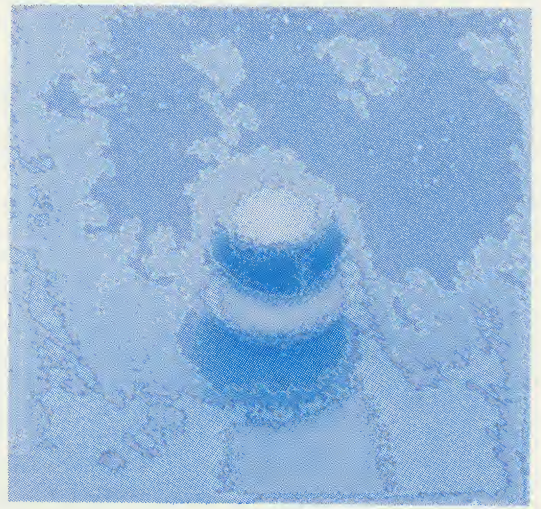
Integrated Accounting \$ retails for \$995.

Credit Union Management

PEARLSOFT is introducing a new Credit Union Management package for small to medium-sized credit unions wishing to automate processing. System capabilities include complete savings and loan processing for individual accounts, including account profiles, check writing, dividend calculation and posting, deposits and withdrawals, loan management, and related reports.

Credit Union Management is being released first for 8-bit micros, with the 16-bit release to follow early in 1985. The system retails for \$1995.

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PEARLS OF WISDOM

**Personal PEARL/
Personal PEARL Information
System Version 2.0**

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Personal PEARL

Personal PEARL is a data base and information management system for microcomputers. If that sounds like jargon, don't let it throw you. The idea is really very simple. And powerful.

Here's the way a data base management system works. In the past, all those isolated facts about your business had to be stuffed in file drawers or in your head. Now this raw data can be stored in an electronic bin called a data base. But you can't run a business on raw data alone. To be useful, the data has to be turned into meaningful information.

A data base management system first sets up the data base. Then it combines and manipulates the data, transforming it into meaningful lists, tables, ledgers, forms, invoices, mailing labels. Reports of all kinds to help you manage your business more efficiently and

compete more effectively.

Why Personal PEARL? Because more expensive data base management systems for microcomputers are good at storing and computing, but you have to be a computer expert to get a report out of them. Not with Personal PEARL. It's as powerful as more expensive systems, yet so advanced even a novice can master it with ease.

With our combination of power, reporting versatility and ease of use, you get custom reports and custom answers fast and easily. With no extra software to buy or new manuals to learn every time you need a new applications package.

More than 100,000 copies of Personal PEARL attest to the advantages of PEARL. And so does its price: \$295. Less than half the cost of many close competitors.

Pearl Power

The power to create custom lists, tables, reports, all the pieces of your financial, inventory control, billing, scheduling and other packages. The way you want them.

The power to change everything later as your needs change without losing the data already in your data base.

- "In direct competition with such programs as VisiFile and PFS, Pearl is considered more powerful. Compared with full-blown database systems such as dBASEII and Condor, it is much friendlier. In fact, it might be said it fills the void between the two."
R. H. Mezejewski, *Business Software*, (Formerly *The Power of ES*), May/June 1983

Doing business with a PEARL

Computer people talk about a software system being "friendly." A friendly system is one that does what it's told without a lot of explanation. And without making you feel it knows more than you do and that you can't make it understand.

PEARL demands absolutely no knowledge of computer language. Ever. Just plain, old

bonehead English, a hunt-and-peck skill at typing, and your imagination.

PEARLs on-screen menus and prompts lead you from start to finish. A list of options to choose from is always at your call. And if you get in trouble, HELP messages are only a keystroke away.

That's about as friendly as you can get.

Personal PEARL Information System 2.0

For the IBM-PC and compatibles

Personal PEARL Information System Version 2.0 is designed specifically for:

**IBM-PC, XT and compatible microcomputers
256K RAM PC-DOS,
MS-DOS, CP/M-86 operating system
Dual drives or hard disk**

New features for Personal PEARL on the IBM-PC

Version 2.0 was designed for maximum effectiveness on the IBM-PC and compatible microcomputers, and includes additional design and operations features.

New features in Version 2.0 make it easier to run Personal PEARL than ever before, and make it more effective than ever in handling information management tasks you assign to it.

Move into your data base almost instantaneously. If you want to add information to a form already in your system, you may use the new features of Version 2.0 to be entering data within 30 seconds of starting up your system! OR if you wish to print out a report you have already set up, you may do so in a matter of a few keystrokes. The new multiple copy printing option lets you print out as many copies as you want — just designate how many you need at run time and Personal PEARL Information System does the rest.

Not only can you move around your data base faster and more efficiently, you can access portions of information by keyword or wildcard. You can

bring these portions of the data base to your console or print them out. Whichever you want. Keyword and wildcard make it easy for you to search for a particular record (one specific name), or particular types of records (all records with the character string COMPUT, for instance).

If you are working with projections past the year 1999, your system will now handle the entire yearly date instead of just the two digits. As we close in on the last few years of the 1900's, your uses for century date processing will increase.

Version 2.0 for the IBM-PC gives you additional flexibility in production of reports, too. For the first time, PEARL lets you set up your reports to skip areas in which you don't have information recorded, giving you more compact reports.

For instance, you can skip areas in text that you leave blank, skip numeric areas that are blank, and concatenate keys, dropping out extra white space when the information you enter is shorter than the field length you have designated in your form (particularly handy for addresses!).

At the core of transformable software

Personal PEARL Information System Version 2.0 is the core of the transformable software technology being developed and marketed by PEARLSOFT.

Information System products are state-of-the-art data base tools, with powerful information management capabilities PLUS the capability to interface with other products to affect transformations.

With Version 2.0, for instance, you may transform any PEARL product based on the transformable concept —like Integrated Accounting \$. Or future applications.

What does this mean to you, the user? While it may sound complex, transformable software is really very simply. The chart below will show you at a glance how you might transform an applications package using PEARL tools.

If you need to change an application such as Integrated Accounting \$ to fit your particular business needs, you might proceed along any of the three levels shown below.

Level of Change	Tool	Example
Simple modification, change, and addition	FLEXSET featured in Integrated Accounting \$	Change a GL report add reports
Add modules	Personal PEARL	Add order entry module
Transform software package	Programmer's Tool Kit	Ex.: customize package change to medical office management system

Compatibility

If you already have a data base running under an earlier version of Personal PEARL, most of your files are upward compatible to Version 2.0 for the IBM-PC. And similarly, most of the 2.0 files will be downward compatible to earlier Personal PEARLs. But, like all good things, there are a few exceptions:

1. Upward from prior versions:

All forms and reports are compatible, with the following exceptions:

Reports may need to be re-installed under Version 2.0 in order to run multiple copy reports

Century date processing requires a date field of 10 characters, not the 8 characters you probably used in earlier versions. You may have to add characters, redefine the field and re-install your form and report to have it function properly under Version 2.0 if you wish to use this feature when you move your files upward into version 2.0.

2. Downward from 2.0 to older versions of Personal PEARL:

Forms and reports created under Version 2.0 may need to be modified to run under earlier

Personal PEARLs only if the combined text and data fields do not exceed the 254 maximum of the earlier versions. If you have a form with more than 254 text and data fields, you will not be able to enter data into it in 1.xx versions of Personal PEARL.

Reports must be re-installed under earlier versions, due to screen changes in 2.0.

Dates entered under century data processing in version 2.0 won't sort correctly in prior versions, since the date field is defined differently. Again, you may need to modify your 2.0 files before moving downward into earlier versions of Personal PEARL.

Reports using Skips, Blanks or Concatenating Keys will not utilize these features in prior versions of Personal PEARL.

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It's as friendly as 1,2,3,4

1. **Design Forms.** Type a form on your terminal's screen, leaving blanks for entering data as it comes in. What you have is an electronic index card that hasn't been filled out, but tells what data you want collected and which items are to be shared later with other files.
2. **Enter Data.** Fill out the forms. Add, change, delete, not just the data but the forms themselves, which can be altered without affecting the data you've already entered.
3. **Design Reports.** Type a report layout, again leaving blanks for entering data. The report form can differ totally from the data entry form of step 1, because the data base is completely independent from the reports you create. Just tell the computer what files to go to for data to fill the blanks. If you want, you can sort the data before filling in the blanks. Chronologically, by zip code, alphabetically, highest to lowest, lowest to highest. Or whatever you need, by range. Just say so.
4. **Produce Reports.** They can be displayed on your screen to check. They can be typed out on a printer for others to see. Or they can be stored on disk for later use with your word-processor or spreadsheet.

A PEARL can be priceless

Today's personal computer usually comes with word processing and spreadsheet. That's progress. But if you want to use your computer for more — accounting, inventory control, or other applications, you then have to evaluate a store full of software and invest a bundle to get it. Canned software.

The trouble with cans is that you can't see or taste what's inside. Each new can costs money. Unless all come from the same supplier each one has different commands to learn. And each one is self-contained. Data in one has to be re-entered if needed by another. They can't share data. And heaven forbid you should outgrow the software. Everything has to be re-entered.

- "If you don't need to write a complete bookkeeping system or produce a large, complex business report that would require extensive program customization, then Personal Pearl offers you the strongest, easiest to use data-based manager I have seen at any price." Allen G. Mehr © 1983 by Popular Computing, Inc. Reprinted from *Infoworld*.

Personal PEARL lets you finesse all this. You create one data base. It's accessible to all reports. Data never has to be entered twice.

You create as many different reports as you need, from unique one-time reports for which no canned software exists to complete business management packages. Extra cost: Zero. New manuals to study: None. And if you outgrow the package you have created, simply update it.

That's how a PEARL can be priceless.

Unlimited possibilities. \$295.

- Appointment calendar
- People file and mailing list program
- Cash disbursement journal

That's just for starters. Literally. These programs come with Personal PEARL. We use them to get you started, to let you transform some programs as you begin working with PEARL.

They're gifts. The first three PEARLs in your string. They'd cost \$100 or more apiece if purchased separately, which more than returns your \$295 investment. But they're yours free. Along with an unlimited range of possibilities you can create yourself. Equally free.

Time management and scheduling

Budget planning

Sales analysis

Project management

Payroll processing

Billing & insurance forms

Purchasing/accounting

Farm management

Personnel management

Legal billing and timekeeping

Don't underestimate Personal PEARL's versatility. PEARL was created to be a business tool you use to work on a broad range of problems every day.

Whether you run Personal PEARL on an 8-bit or 16-bit computer, or run the new Personal PEARL Information System Version 2.0 on an IBM-PC, you'll have at your disposal a tool for transforming PEARL applications.

Powerful, easy, inexpensive. Invaluable. Personal PEARL's main limitation is your imagination.

That's the beauty of PEARL technology.

Technical specifications*

Requirements:

Version 1.06 for 8-bit environments (52 K or more): CP/M 2.2 or later
Minimum 52K user memory
Cursor addressable terminal
Optional printer

Version 1.92 for 16-bit environments (128K or more): CP/M 86, PC-DOS, MS-DOS
Minimum of 128K user memory
Cursor addressable terminal
Dual drives or hard disk
Optional printer

16-bit IBM-PC and compatibles (256K): PC-DOS, MS-DOS, CP/M-86
Minimum of 256K user memory
Cursor addressable terminal
Dual drives or hard disk
Optional printer

Capacities:

Field size: width of screen
Fields per data entry form or record: 250 for versions prior to Ver 2.0; 400 total text and data fields (150 text and 250 data) in Ver 2.0
Form size - 9 screen pages maximum
File size - 8 megabytes maximum

Relational Data Base:

Number of forms in system - unlimited
Number of reports in system - unlimited
Number of forms accessible by a single display - 5 in 8-bit; 10 in 16-bit
Number of forms accessible by a single report - 5 in 8-bit; 10 in 16-bit
Each form is stored as a packed record, storing only data that is entered
Characters per form - unlimited
Records are variable length
Maximum number of records per data base is 8 megabytes divided by the average record length.
Index fields on a form - unlimited
Modify record structure on-line
Modify inter-form relationships on line

Storage and Access:

Packed data format - no "dead space" on disk
Trailing blanks and empty fields occupy no disk space
Variable length floating point bcd numeric storage
B-tree indexing Buffered often-used node management for fast access
Index key length -63 characters maximum
File utilities - verify and rebuild, compress

Data Types:

Alphanumeric
Fields as wide as the terminal screen
Format with any punctuation
Date
Automatic formatting, European or American
Format with any punctuation
Version 2.0 only: includes full four-character year field for century processing
Numeric
16 digits of precision in storage and display
18 digits of precision in calculation
Picture formatting options allow setting number of digits left or right of decimal, punctuations,, leading or trailing minus sign, fixed or floating dollar sign
Calculates numeric values
Uses arithmetic expressions
Nest expression with parenthesis operators +,/, *, -,
Uses values from current or external form
Full numeric formatting

Report Generator:

Output options:
Printers up to 250 columns
Console or disk file
Suppress page formatting
Disk file with Supercalc 1.07 compatible format
Sort of ascending or descending fields: 5 in 8-bit, 10 in 16-bit
Multi-up formatting for any label stock
Control break with subtotalling and totaling
Access to up for 5 (8-bit) or 10 (16-bit) forms in a single report
Automatic page numbering
Run-time titling
Record selection (8-bit and 16-bit)
Set low range for any or all data fields
Set high range for any or all data fields
Wildcard selection (Version 2.0 only)
Keyword selection (Version 2.0 only)
Multiple copy printing or reports (Version 2.0 only)
Page formatting with headings and footings -no length limit to headers or footer

Sort utility:

Invoked automatically by report generator when report requires sorted sequence not handled by indexes
Variable record sorting using quick algorithm
Multi-pass merge sorting

User-friendly interaction from video screen:

Word-processing like control key menus and screens
IBM-PC function keys defined for Version 2.0
Help text available at a single keystroke
Simple English communication with PEARL, i.e., yes/no, fill in the blanks, multiple choice; typewriter like entry
No programming or command language. No computer jargon.
Design reports and forms using full-screen editing; reports and forms are typed onto the screen using typewriter like operations

Special features:

Interfaces with word-processing
Interfaces with spreadsheet
Report generator creates output files that can be used with BASIC or other processing languages
Ready-to-use forms and reports: cash disbursement journal, people data base, appointment calendar, mailing list
Output files compatible with most word-processors
Forms and reports may be modified or expanded at any time while preserving data
Upward and downward file compatibility between versions, with minor limitations
*Capacities and limits are often dependent on computing equipment and storage media, and may vary with memory and disk capacity. There may be no limit within PEARL though machine capabilities and operation constraints may result in practical limits.

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Integrated Accounting \$:
A Business PEARL



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Integrated Accounting \$: A Business PEARL

Integrated Accounting \$: A Business PEARL combines integrated accounting functions with the capability to be easily transformable to the user's precise needs. Included are five major accounting modules and a separate module to aid in simple report transformation:

- Accounts Payable
- Accounts Receivable
- Inventory
- General Ledger
- Payroll
- Flexset

Integrated Accounting \$ provides the full range of accounting and management functions necessary for small business financial management. The system is designed for flexibility, accuracy and effectiveness. To assure integrity and eliminate redundancy, posting to the General Ledger from AR, AP and Payroll is automatic if the user so desires.

Integrated Accounting \$: A Business PEARL is targeted towards small businesses wishing to computerize financial management. Integrated Accounting \$ is built around an approach that will finally solve the problem users have always faced when buying accounting software: off-the-shelf accounting software that does not fit their specific individual needs.

Comprehensive documentation written for the first-time or novice computer user provides step-by-step illustrations, procedural menus, and a glossary. The six sections of the manual — one for each of the accounting modules plus a detailed reference manual — are fully indexed for user convenience. HELP is on-line, available at the touch of a key, providing assistance and reassurance to new users.

Suggested retail price for Integrated Accounting \$ is \$ 995.

Transformable for small business financial management

Personal PEARL Information System Version 2.0 is the core of the transformable software technology being developed and marketed by PEARLSOFT.

With Version 2.0, for instance, you may transform any PEARL product based on the transformable concept — like Integrated Accounting \$, the first transformable application released by Pearlsoft.

What does this mean to you, the user? While it may sound complex, transformable software is really very simple. The chart below will show you at a glance how you might transform Integrated Accounting \$ using PEARL tools.

Level of Change	Tool	Example
Simple modification, change, and addition	FLEXSET featured in Integrated Accounting \$	Change a GL report add reports
Add modules	Personal PEARL	Add order entry module
Transform software package	Programmer's Tool Kit	Ex.: customize package change to medical office management system

Transformation begins with Flexset, contained in Integrated Accounting \$. With Flexset, a user may modify or change existing reports, or add new reports. This gives the user the flexibility to change reports to better fit his business, to add reports which may be unique to his business, and to modify the software on an on-going basis if his needs change.

Transformation continues using Personal PEARL: Information System Version 2.0 (available separately). The user may create additional modules and add them to the accounting software. This capability extends the range of use that Integrated Accounting \$ has for the individual user. A user might choose to add an order entry module, for instance, if his business benefitted from automating that process.

For users with highly specific applications and need for comprehensive changes throughout the entire application — all five modules — the concept of transformation makes it possible to customize the entire package to a specific vertical application. Using the PEARL Programmer's Tool Kit (available separately), a user might, for instance, transform Integrated Accounting \$ into a Medical Office Management System.

System Capabilities: Automatic Processing and Reports

General Ledger

Automatic processing:
close period
trial balance report allowing
revisions
posting from payroll, payables and
receivables optional

Reports:
chart of accounts
posting journal
transaction journal
general ledger report accounts by
department
balance sheet and income
statement and interface to
spreadsheets

Accounts Receivable

Automatic processing:
close period
post to GL with audit report
cash receipts of charge sales

transaction journal
recurring activity journal
account aging for four periods
statements which fit standard pre-
printed forms
customer list
customer labels
GL distribution report by account

Accounts Payable

Automatic processing:
post to GL
create checks for partial payments,
cash disbursements and credit
memos.

Reports:
transaction journal
unpaid invoice report
print checks on standard forms
check register
cash requirements
vendor list
vendor ledger
vendor labels

Payroll

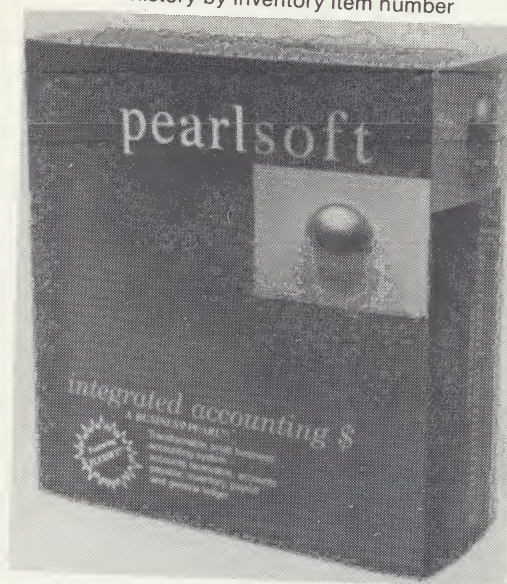
Automatic processing:
post to GL with audit report
close period
close quarter
close year
automatic recurring time sheet
generation with salaried or hourly
processing, standard and up to
seven user-defined deduction
categories
Federal Tax Tables

Reports:
payroll summary
print payroll checks on standard
forms or customized forms
check register
employee roster
quarterly earnings
print W-2's

Inventory

Automatic processing:
close period
handles issues, receipts,
adjustments, stock setup, on
order, rainchecks

Reports:
inventory status
transaction journal reorder advice
price list
sales by class
sales by history
history by inventory type
history by inventory item number



Technical specifications*

Requirements:

16-bit IBM-PC and compatibles (256K):
PC-DOS, MS-DOS, CP/M-86
Minimum of 256K user memory
Cursor addressable terminal
Dual drives or hard disk
Optional printer

Capacities:

Field size: width of screen
Fields per data entry form or record: 400
total text and data fields (150 text and
250 data)
Form size - 9 screen pages maximum
File size - 8 megabytes maximum

Relational Data Base:

Number of forms in system - unlimited
Number of reports in system - unlimited
Number of forms accessible by a single
display - 10 in 16-bit
Number of forms accessible by a single
report - 10 in 16-bit
Each form is stored as a packed record,
storing only data that is entered
Characters per form - unlimited
Records are variable length
Maximum number of records per data
base is 8 megabytes divided by the
average record length.
Index fields on a form - unlimited
Modify record structure on-line
Modify inter-form relationships on line

Storage and Access:

Packed data format - no "dead space" on
disk
Trailing blanks and empty fields occupy
no disk space
Variable length floating point bcd numeric
storage
B-tree indexing
Buffered often-used node management
for fast access
Index key length - 63 characters
maximum
File utilities - verify and rebuild,
compress

Report Generator:

Output options:
Printers up to 250 columns
Console or disk file
Suppress page formatting
Sort of ascending or descending fields: 10
in 16-bit
Multi-up formatting for any label stock
Control break with subtotalling and
totaling
Access to 10 forms forms in a single
report in 16-bit micros
Automatic page numbering
Run-time titling
Record selection
Set low range for any or all data fields
Set high range for any or all data fields
Multiple copy printing of reports
Page formatting with headings and
footings - no length limit to headers or
footer

Sort utility:

Invoked automatically by report generator
when report requires sorted sequence
not handled by indexes
Variable record sorting using quick
algorithm
Multi-pass merge sorting

User-friendly interaction from video screen:

Word-processing like control key menus
and screens
IBM-PC function keys defined
Help text available at a single keystroke
Simple English communication with
PEARL, i.e., yes/no, fill in the blanks,
multiple choice; typewriter like entry
No programming or command language.
No computer jargon.
Design reports using full-screen editing;
reports are typed onto the screen using
typewriter like operations

Data Types:

Alphanumeric
Fields as wide as the terminal screen
Format with any punctuation
Date
Automatic formatting, European or
American
Format with any punctuation
Includes full four-character year field for
century processing
Numeric
16 digits of precision in storage and
display
18 digits of precision in calculation
Picture formatting options allow setting
number of digits left or right of
decimal, punctuations, leading or trailing
minus sign, fixed or floating dollar sign
Calculates numeric values
Uses arithmetic expressions
Nest expression with parenthesis tors
+./.*.-
Uses values from current or external form
Full numeric formatting

Special features:

Report generator creates output files that
can be used with BASIC or other
processing languages
Output files compatible with most
word-processors
Reports may be modified or expanded at
any time while preserving data

*Capacities and limits are often dependent
on computing equipment and storage
media, and may vary with memory and disk
capacity. There may be no limit within
PEARL though machine capabilities and
operation constraints may result in practical
limits.

For the IBM-PC and compatibles

IBM-PC, XT and compatible
microcomputers
256K RAM
PC-DOS, MS-DOS, CP/M-86 operating
systems
Dual drives or hard disk

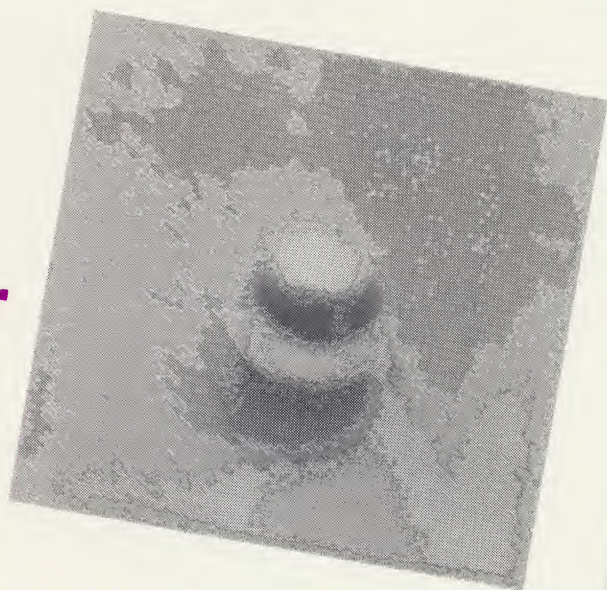
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CP/M-86 is a trademark of Digital Research

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**Charter Dealer
Program**



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The PEARLSOFT Charter Dealer Program

PEARLSOFT has implemented a daring and unique marketing strategy based around Personal PEARL —the Charter Dealer Program. One of the key elements in the new program is the One-Time License of Personal PEARL to selected dealers.

The strategy is designed to accomplish three major things:

1. Make it easier for you, the dealer, to provide the quality software your customers want.
2. Create a strong partnership relationship between dealers like you, from across the nation, and PEARLSOFT.
3. More firmly establish PEARL software products, and the technology behind them, as THE base for end-user customizable data base and application software.

What is the PEARL Technology?

PEARLSOFT has received industry-wide recognition for the creation of the first data base application generator that has BOTH application development capabilities AND is immediately usable by novice computer users.

More than 90,000 copies of Personal PEARL have been sold, and the number is climbing every day, both here and abroad! Satisfied users, solid product performance over time, and positive articles and reviews testify to the power of PEARL to meet the needs of real users!

PEARL Technology, very simply, is the result of many ManYears of research that made Personal PEARL accessible to all users, regardless of their programming ability.

PEARL Technology is the on-going base from which other PEARL products are being created. It is an interwoven framework; once your customer uses a Personal PEARL product, learning a new one is easy. Once your customer uses a Personal PEARL product, creating new uses from a PEARL data base to fill more needs becomes possible. . .

The Marketing Strategy

The PEARLSOFT product strategy is to seal a Personal PEARL and Dealer partnership, and then layer a group of applications created with PEARL Technology on top of the Personal PEARL base. Personal PEARL becomes the core of the transformable software revolution. This means that all new PEARL applications are transformable (customizable) with Personal PEARL. The Charter Dealer owns the rights to duplicate Personal PEARL . . . a concept that's right for today's market and right for PEARL dealers.

The Dealer carrying this product mix becomes uniquely involved with PEARL products and his customer base, resulting in excellent profits for himself and a very strong relationship with PEARLSOFT. The dealer "seeds" the marketplace with the PEARL "base technology" through Personal PEARL sales, launching exceptional profits through the interrelationship of the family of PEARL products now and those following in the future.

Why join the Charter Dealer network?

1. Profits
2. Quality
3. Service
4. Dealer Hotline
5. Prime Dealer Margins

Our exclusive Charter Dealer Network will have virtual lifetime right to Personal PEARL and subsequent PEARL product customization. This means the Dealer is able to sell Personal PEARL at upwards of 80% margin (sold at suggested retail price) or bundle it with hardware as a value-added benefit to the customer. The one-time license lets you, the dealer, market Personal PEARL to your own advantage. You're not limited with predefined margins from PEARLSOFT.

Your customer base increases because of the versatility of the product. Personal PEARL has been the #3 best selling data base of all time because the software works! It does what it claims, as reviewer after reviewer has testified.

Pearlsoft is industry-recognized for exceptional service. As a Charter Dealer, you will receive priority attention.

The *dynamics* of the overall marketing approach are obvious:

1. You, the dealer, make a great profit;
2. You have more control over your software;
3. Your customer receives one of the finest software packages available today, and
4. PEARLSOFT, in cooperation with you, creates an even larger customer base.

What comes next?

More sales. Transformable applications and advanced high-end data base products with complete file compatibility with Personal PEARL. Sales for you to your established PEARL customer base. More profits and more satisfied customers. The ability to help people truly create software solutions they want and need, and to transform applications into workable business solutions.

PEARLSOFT, of course, benefits from a very close relationship with a network of very special Charter Dealers to whom we can give special service and in whom we can have the confidence that PEARL products are being handled properly.

Charter Dealer Program

Features:

Create strong partnership relationships with a limited number of dealers nationally.

Create an interlocking product relationship in the Charter Dealer's customer base . . . resulting in more reliance in, and use of, PEARL products.

Benefits:

1. Provide the Dealer a One-Time License for the #3 best selling data base of all time, thus creating a sound foundation for launching a family of products.
2. Continue to update the One-Time Licenses of Personal PEARL at a nominal fee, assuring the Dealer a continuing and strong base technology.
3. Offer the dealer the first opportunity to carry new products.
4. Offer the dealer the option to Beta Test new products.
5. Provide priority product support and customer service.
6. Provide prime dealer margins for PEARL products.

Pricing and Packaging Description

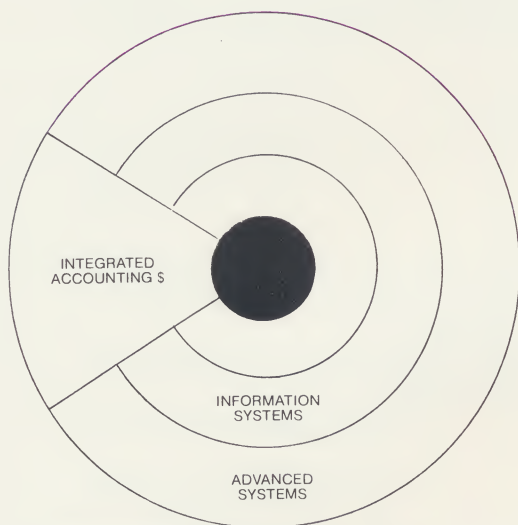
- A. The One-Time License for one format of Personal PEARL is \$1,500 for one store — version 2.0 (16-bit) and version 1.10 for 8-bit.
- B. The One-Time License fee for multiple store businesses is \$1,000 per store for up to four stores. For larger store chains, fees are negotiable.
- C. The Dealer has the option to purchase a version update of Personal PEARL for a \$150 one-time fee per version. (This would not apply to "advanced" products even though they may be similar in nature.)
- D. The Dealer may purchase additional brochures at \$15 per hundred.
- E. Additional packaging is priced at \$35 per set in minimum quantities of 12.

*(Note: This price may change depending on our suppliers and is subject to change.)

Contents — One-Time License Charter Dealer Kit

- A. License agreement. This agreement must be signed and returned to PEARLSOFT within 10 days of the date of shipping.
- B. One set of serialized disks ready for duplication and distribution (one format only). Additional formats available by arrangement.
- C. Five boxes and manuals.
- D. Fifty brochures.
- E. Charter Dealer plaque designating the Dealer as a PEARLSOFT Charter Dealer.

Transformable Software - The Layers of the PEARL



PEARLSOFT is unfolding layers on top of Personal PEARL, as shown in the circle diagram above. With Personal PEARL at the core of transformable software, each layer heading outward away from the core represents an expansion of the PEARL family and of the transformability of the applications respresented in the market niche at that level.

PEARLSOFT will continue to support and upgrade Personal PEARL in cooperation with dealers establishing Personal PEARL and PEARL technology as THE data base technology.

With the introduction of Personal PEARL Information System Version 2.0, Pearlsoft began the next generation of advanced data bases. With the introduction of Integrated Accounting \$, PEARLSOFT introduced the first transformable software application. Uniform data base technology allows all applications and all Information Systems to have file compatibility. And PEARL applications will be transformable at all levels of PEARL Information Systems.

Level of Change	Tool	Example
Simple modification, change, and addition	FLEXSET featured in Integrated Accounting \$	Change a GL report add reports
Add modules	Personal PEARL	Add order entry module
Transform software package	Programmer's Tool Kit	Ex.: customize package change to medical office management system

Personal PEARL, Personal PEARL Information System Version 2.0, Transformable Software, and Integrated Accounting \$: A Business PEARL are trademarks of PEARLSOFT INC.

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Printed in the USA

NEWS

14 November 1984

F O R I M M E D I A T E R E L E A S E

PEARLSOFT Sales Up 106% in Third Quarter;
Charter Dealer Orders Soar

(Wilsonville, OR) -- Aggressive sales of transformable software by dealers in the PEARLSOFT Charter Dealer Program have boosted sales for the third quarter by 106%, according to company officials.

Larry Herring, VP Sales, reported the company sold out the first printing of Integrated Accounting \$ in the first three weeks the product was on the market.

"Our Charter Dealer program, which targets strong dealers across the country and supports their sales of PEARLSOFT products, is proving to be an excellent method of getting products into the hands of users immediately upon release. Our dealers are looking for successes in their local markets and we're committed to helping them bring the best software to their users. It's proving to be a win-win situation for the dealer and for PEARLSOFT," he said.

Release of Personal PEARL 2.0 for the IBM-PC and compatibles, plus the introduction of the new Integrated

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Accounting \$: A Business PEARL, boosted sales for October to the highest for any month in company history. Herring said that November sales are expected to top the figure established in October.

The key to such unparalleled growth, he said, was in the combination of quality products and a strong dealer network. PEARLSOFT's transformable software concept -- allowing users to change applications to truly custom-fit their own businesses -- has met with dealer and user enthusiasm. Transformable software, such as the Integrated Accounting \$ package, lets the user transform the software to keep up with changing user needs; end-users are not stuck trying to use inflexible "as is" software. Transformability provides the mechanism for software change and growth to meet the needs of the modern world.

"We have extremely strong products and product concept, and an extremely strong dealer network. We're increasing our reputation for outstanding service and product performance, and our dealers are responding accordingly," he concluded.

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NEWS

14 November 1984

F O R I M M E D I A T E R E L E A S E

PEARLSOFT Releases New Credit Union Management Software to Speed Savings, Loan Processing

(Wilsonville, OR) -- Small- to medium-sized credit unions can benefit immediately from the speed and accuracy provided by a new credit union management software package released by PEARLSOFT, INC., Wilsonville OR, developers of relational data base and applications software.

The package, announced at COMDEX Nov. 14, 1984, retails for \$1995 and runs on 8-bit computers with 64K under CP/M 2.2, according to company spokesmen. Additional releases for different operating systems are expected first quarter 1985.

Credit Union Management provides comprehensive savings account and loan account processing, allowing customer account data to be immediately accessible. Customer deposits and withdrawals are recorded, and dividends posted automatically. Loan accounts provide for handling of both real estate loans and revolving loans.

All customers are identified through a seven-digit alphanumeric designator which may be designed by the individual credit union. Customer records may be quickly accessed by the alphanumeric code.

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On-screen menus and prompts guide the user through the system, HELP is on-line, and system features provide for easy handling of account information. Check formats and 1099 formats are user adjustable to enable customized printing, for example.

Reports available from the system include: member's account profile, trial balance, delinquent loan report, daily transaction and period transaction reports, mailing labels, current membership proof list, employee deduction proof list, dividend trial run report, check printing, accounting receipt, and 1099's.

Additional information on Credit Union Management is available from PEARLSOFT, PO Box 638, Wilsonville OR 97070.

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NEWS

October 3, 1984

F O R I M M E D I A T E R E L E A S E

Product Quality Control Council Formed As Pearlsoft Focuses on Product Excellence, Suitability

Wilsonville OR -- Formation of a dealer council on quality, to augment an internal product quality committee, has been announced by PEARLSOFT, Inc. President William R. Stow III.

"Pearlsoft has an intense focus on producing not only the best software technically, but the best software from the user's perspective. That kind of focus means we have an equally intense commitment to listening to what users, dealers and experts have to say," Stow said in announcing the formation of the product quality council.

"We feel each product deserves individual attention. Pearlsoft plans to form a Dealer Quality Council for each new product at the point it comes to market."

The first of PEARLSOFT's new transformable software applications, Integrated Accounting \$, began shipping last week from the company's Wilsonville, Oregon headquarters.

Initial council members for Integrated Accounting \$ were selected from among PEARLSOFT charter dealers. Included are: Bill Joworski, owner, ICOM, Lombard IL; Jerry Windham, Owner, Custom Technology, Houston TX; Dave Lewis, Programming

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Development, Mac's Business Machines, Sanford NC; Marty Cherry, Owner, Programs Unlimited, Jericho NY; and Brad Nall, owner, Micro Age Computer Store, Fresno CA.

Each Quality Dealer Council, according to Stow, will review the products for suitability to the target audience, for refinements for that audience as it changes over time, and for recommendations that will keep the product #1 in its particular market niche.

"Pearlsoft has spent significant resources providing exceptional products that are currently being released to the market. Even though pre-release technical audits of these packages and Beta test evaluations have been outstanding, we want to assure ongoing excellence," Stow stated. "Bringing a product to market is the beginning of an additional phase of product life, one in which quality feedback continues to be highly important. That's why we selected some of our Charter Dealers to help our internal product quality group in providing fresh perspectives on both the market and our products."

In an effort to integrate perspectives internally as well, Stow has appointed representatives from Sales, Customer Support, User Engineering and Applications Development to the Pearlsoft Product Quality Committee.

"We feel this grouping gives us a good cross-section of feedback from the various levels of product responsibility within the company," Stow said. "Each unit represents both technical expertise and user understanding, each from a particular perspective. Out of the consensus of the quality group, and the

recommendations of the Dealer Council, we expect to more firmly establish PEARL software as the industry leader."

For additional information contact Pearlsoft, PO Box 638, Wilsonville OR 97070, 503-682-3636.

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NEWS

October 8, 1984

F O R I M M E D I A T E R E L E A S E

Major Enhancements in Personal PEARL 2.0 Information System
Announced for IBM Users by PEARLSOFT

Wilsonville, OR -- An enhanced IBM-specific version of Personal PEARL, popular relational data base management software, has been released by Pearlsoft, Inc.

Initial release of Version 2.0 was made September 21 for the IBM-PC and XT. Releases for PC-compatible 16-bit machines running MS-DOS and CP/M-86 are set for October, according to company officials.

Personal PEARL, first released two years ago, has sold more than 100,000 copies in the U.S., Japan and Europe, company spokesmen said, noting that Personal PEARL has climbed steadily in sales to the top group of all time best selling software products, with little media fanfare.

"Personal PEARL combines the familiar, easy-to-use PEARL relational data base with recent advances in PEARL technology," explains William R. Stow III, Pearlsoft president. "Not only does Version 2.0 run considerably faster than earlier versions, but it also provides users of other Pearlsoft applications software such as Integrated Accounting \$ with a tool for adding new

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modules to the off-the-shelf applications package, transforming their applications into customized software specifically geared to their own business or professional use."

Personal PEARL Information System, Version 2.0, includes advanced features as well as significant increases in speed. Keyword and wildcard query facilities, century date processing, multiple copy report printing, and an increase in the total number of text and data fields are key additions.

Other changes include concatenation of fields, skipping data fields at print time if no data happens to be entered for a particular record, and extended methods of creating forms and reports from existing forms and reports.

Forms and reports created under earlier versions of Personal PEARL are upwardly compatible with Version 2.0 with minimum difficulty, according to Pearlsoft. Similarly, forms and reports created under the new version will be downward compatible to earlier versions, with a few exceptions.

"We anticipate excellent sales of Personal PEARL 2.0," Stow said, emphasizing the popularity of the package with dealers and users, and the additional utility Personal PEARL will enjoy as a transformable software tool.

For additional information on Personal PEARL Information System, contact: Pearlsoft, 25195 SW Parkway, Wilsonville OR 97070, 503-682-3636.

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NEWS

October 5, 1984

F O R I M M E D I A T E R E L E A S E

Integrated Accounting \$: A Business PEARL is First
Accounting Software with Transformability

Wilsonville OR -- An accounting package which combines integrated accounting functions with the capability to be easily transformed to the user's needs has been released by software developer Pearlsoft, Inc.

The new package, which was introduced September 28, includes five major accounting modules and Flexset, a transformable software tool which lets users make simple changes to the software.

Integrated Accounting \$: A Business PEARL is targeted towards small businesses wishing to computerize financial management, according to Pearlsoft. Included are Accounts Receivable, Accounts Payable, General Ledger, Inventory and Payroll. Posting to the General Ledger from AR, AP and Payroll is automatic if the user so desires.

Initial release of the package is for the IBM-PC and compatibles, and requires 256K RAM.

"Our experience and recent market research overwhelmingly showed the need for truly customizable accounting software, software that a user can really change to meet his special

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needs," said Larry Herring, VP of Sales at Pearlsoft. "Integrated Accounting \$ is a transformable system that anyone can use and transform as they see fit. We're introducing Integrated Accounting \$ with an approach that will finally solve the problem of users buying off-the-shelf accounting software that does not fit their needs."

Integrated Accounting is the first transformable application released by Pearlsoft, which is simultaneously releasing Personal PEARL Information System Version 2.0, an enhanced IBM-PC version of their popular relational data base package.

Transformation begins with Flexset, contained right in Integrated Accounting \$. With Flexset, a user may modify or change existing reports, or add new reports. This gives the user the flexibility to change reports to better fit his business, to add reports which may be unique to his business, and to modify the software on an on-going basis if his needs change.

Transformation continues using Personal PEARL Information System. The user may create additional modules and add them to the accounting software. This capability extends the range of use that Integrated Accounting \$ has for the individual user. A user might choose to add an order entry module, for instance, if his business benefitted from automating that process.

For users with highly specific applications and need for more substantive changes, the third level of available transformation makes it possible to customize the entire package to a specific vertical application. Using the PEARL Programmer's Tool Kit, a user might, company spokesmen explained, transform

Integrated Accounting \$ into a Medical Office Management System.

Integrated Accounting \$ comes with comprehensive documentation written for the first-time or novice computer user. Step-by-step illustrations, procedural menus, and a glossary are included. The six sections of the manual -- one for each of the accounting modules plus a detailed reference manual -- are fully indexed for user convenience. HELP is on-line, available at the touch of a key , providing assistance and reassurance to new users.

The following summarizes the features available in each of the accounting modules:

General Ledger. Automatic processing: close period, trial balance report allowing revisions, posting from payroll, payables and receivables optional. Reports: chart of accounts, posting journal, transaction journal, general ledger report, accounts by department, balance sheet and income statement, and interface to spreadsheets.

Accounts Receivable. Automatic processing: close period, post to GL with audit report, cash receipts of charge sales. Reports: transaction journal, recurring activity journal, account aging for four periods, statements of standard pre-printed forms, customer list, customer labels, GL distribution report by account.

Accounts Payable. Automatic processing: post to GL, create checks for partial payments, cash disbursements and credit memos. Reports: transaction journal, unpaid invoice report, print checks on standard forms, check register, cash requirements, vendor list, vendor ledger, vendor labels.

Payroll. Automatic processing: post to GL with audit report, close period, close quarter, close year, automatic recurring time sheet generation with salaried or hourly processing and standard and up to seven user defined deduction categories, Federal Tax Tables. Reports: Payroll summary, print payroll checks on standard forms or customized forms, check register, employee roster, quarterly earnings, print W-2's.

Inventory. Automatic processing: close period, handles issues, receipts, adjustments, stock setup on order and rainchecks. Reports: inventory status, transaction journal, reorder advice, price list, sales by class, sales by history, history by inventory type and history by inventory item number.

Suggested retail price for Integrated Accounting \$ is \$ 995. For additional information, contact: PEARLSOFT, 25195 SW Parkway, Wilsonville OR 97070.

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NEWS

October 15, 1984

FOR IMMEDIATE RELEASE

PEARLSOFT Announces Independent Software Vendor Program to Encourage PEARL Applications Development

(Wilsonville, OR) -- A new program aimed at increasing the flow of PEARL-based applications into the domestic software market has been announced by Pearlsoft, Inc., fourth generation data base software developer.

Now, in addition to providing development tools for creating quality software with Personal PEARL, the company is also offering three levels of marketing support through the new Independent Software Vendor (ISV) Program being initiated this fall, according to company spokesmen.

Outside developers creating applications based on Personal PEARL, may submit information and/or completed programs to PEARLSOFT for evaluation and possible support at one or more levels. Level 1 will include international exposure through the PEARL Software Catalog. Level 2 will include publication and marketing by PEARLSOFT of high quality packages which are judged to be compatible with the PEARLSOFT line of products. Level 3 will include review and endorsement of PEARL-based applications, but not direct marketing as in Level 2.

"We have initiated the ISV program to support the many hundreds of developers who have created applications with

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Personal PEARL in the past, and who are actively developing new products using the advanced fourth generation tools PEARLSOFT now has on the market," says Pearlsoft President William R. Stow III.

Pearlsoft has recently released Personal PEARL Information System 2.0, Integrated Accounting \$: A Business PEARL, PEARL File Load and the PEARL Programmer's Tool Kit. These products, and others as yet unannounced by the company, represent the components in the transformable software technology marketed by PEARLSOFT.

"During the past year, we have had many requests for marketing support from consultants and independent software developers, and are now taking the steps to support the individuals who are creating advanced fourth generation packages from our products," Stow noted. "Now that we have released the newest in transformable tools, we want to encourage those who are developing transformable software with PEARL."

Persons who have developed PEARL-based packages should contact PEARLSOFT regarding the ISV program by writing the company at PO Box 638, Wilsonville OR 97070.

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